



LIBRARY BOARD MINUTES

December 11, 2013

BOARD PRESENT: Amir, Brodsky, Brooks, Christman, Cotter, Dickerson, Lewis, Persaud, Ram, Reedy, Watts

STAFF PRESENT: B. Parker Hamilton, Director, MCPL; Regina Holyfield, Recording Secretary

GUESTS: Valarie Jackson, Silver Spring Library Advisory Committee; Tanner Wray, Director of College Libraries and Information Services Montgomery College Libraries

The Library Board meeting was convened by Chair Lewis at 7:00 p.m.

INTRODUCTIONS:

Board Members, staff and guests were introduced.

APPROVAL OF BOARD MINUTES:

The minutes from the October 9, 2013 Board meeting were approved.

APPROVAL OF LAC APPLICATIONS:

The LAC application was approved. Three applications were returned due to lack of requested information.

DIRECTOR'S REPORT:

- Gaithersburg Library is scheduled to reopen on January 4, 2014.
 - Speakers for the grand reopening are County Executive Leggett; Councilmembers Rice and Andrews; Irene Padilla, Assistant State Superintendent for Libraries; Mayor Katz of Gaithersburg will present a proclamation; and Chair of Gaithersburg LAC. David Dise, Director of the Department of General Services will speak and then ceremonially turn the building over to Parker Hamilton who will be the mistress of ceremonies. Gaithersburg Branch Manager Kay Bowman will speak last and lead the group to the ribbon cutting.

- The invitations will be sent out early next week.
- All staff has been hired and training is almost complete. Training is ongoing with the new technologies that are going into the branch.
- The Gaithersburg branch will feature a local author collection and a Farsi collection.
- Olney Library is scheduled to open in mid-March. Shelving will be going in the building the week of January 6; installation could take 2-3 weeks. All staff has been hired and training has begun.
- Libraries, with the Department of Correction and Rehabilitation, received an award from the National Association of Counties for the Library Book Repair Program. Instead of being recycled when worn/torn, books are sent to the Correctional Facility where they are mended. This is a win-win partnership, the inmates are gaining skills, and Libraries is saving books.
- MCEExpress@Olney will be kept open after the reopening of the Olney branch. Holds will no longer been done at the express facility, but the book and DVD vending machines will remain. It is a great service.
 - Once the library is open, a tour can be arranged for the Board.

CHAIR'S REPORT:

- Wheaton Library Project Resolution
 - A question was raised if the vote on the resolution via email violated the open meeting act?
 - After consultation with the Offices of the County Executive, it was recommended that the Board vote on ratifying the email poll.
 - Art Brodsky moved that the email poll regarding the Wheaton Library Project Resolution be ratified; it was seconded by Sri Ram. The motion was passed.
- Citizens for Maryland Libraries Trustee Meeting
 - MCLB had a good showing. Kathleen Reedy, Deborah Brooks, Art Brodsky, Sri Ram, Jill Lewis and former Board member, Lois Neuman attended.
 - Baltimore County, Anne Arundel County and Montgomery County gave presentations on advocacy.
 - A suggestion was given to Montgomery County that the next theme be, "Libraries Will Always Matter; Keep Them Strong."
 - University of Maryland representative gave a presentation on how to collect data when doing advocacy.
 - MCPL has an article about the Outreach Team in "The Citizen" which is a publication of the Citizens for Maryland Libraries.
- New member update
 - With Chair Lewis and Director Hamilton, Syed Amir, Paulette Dickerson, and Deborah Brooks are scheduled to interview the twelve candidates for the vacant positions on the Board.
- Public Forums

Board members were asked to review the schedule for the County Executive's public forums and to let Chair Lewis know when they could attend. Board members were asked to share this information with the LACs.
- The January 8 Joint Meeting
 - The meeting is still in the planning stages. It will be held at the Wheaton branch in an effort to have the meetings in different parts of the County.

- The information that was presented at the November meeting will be reviewed in order to determine how to advocate for the initiatives presented.
 - How to keep the Outreach Team strong and promote the ACE programs.
- Chair Lewis thanked everyone for their assistance with the November meeting. She gave a special thanks to Director Hamilton and Carol Legarreta (Public Services Administrator for Branch Operations) for their presentations.
- Sixty attendees signed in during the November meeting.
- Library Lovers Month
 - The kickoff for Library Lovers Month is February 1, 11 AM at the Gaithersburg Library.
 - A proclamation has been signed by both the County Executive and County Council.

NEW BUSINESS:

- Councilmember Valerie Ervin's resignation
 - Interviews will be conducted, and a selection will be made for an appointee for Ms. Ervin's vacated position. The appointee will remain in the position until elections are held.
 - As long as the same course is maintained by Council, this appointment should not impact Libraries.
- Council President and Vice President
 - Councilmember Rice and Councilmember Leventhal were sworn in as President and Vice President, respectively, of the County Council.
 - Mr. Rice's acceptance speech will be sent to the full Board by Art Brodsky, Legislative Liaison.
- Lending Libraries
 - Are pop-up lending libraries competition to our library system?
 - There are a number of these around the area. The pop-up libraries did not originate in the USA.
 - It is like a book exchange – bring one; take one.
 - Reading is reading - - - as long as it encourages reading.
- Check Us Out
 - Please send any contributions for the Check Us Out e-newsletter to Jeanette Cotter by December 15.

SOCIAL MEDIA:

- A presentation regarding the County's Social Media Policy was given at the October 2013 Board meeting.
- Valarie Jackson, who is currently acting as the site administrator for the Silver Spring LAC's Twitter account, discussed how the account was being used.
 - The account was used for mainly for getting programming information out and keeping followers updated.
 - As of January 25, 2013, there were 91 followers and 90 being followed. Those being followed were mostly elected officials and other library systems.
 - There were 121 tweets; many of these were retweets of this such as the State of the County Address and LAC meeting information.
 - Unless it was a retweet, there was no fundraising information.
 - Try to use it to support Outreach.

- Under the County's Social Media Policy, the site Administrator for MCPL and all the boards, committees and commissions staffed by MCPL, is Director Hamilton. Director Hamilton may pass that authority to a designee who must be a County employee. Mary Ellen Icaza has been given the authority to act as site administrator on her behalf. Mary Ellen Icaza reviews all tweets before they are posted.
- A decision needs to be made by the Board whether to engage in social media.
 - Determine if social media falls within the mission of the Library Board.
 - How does library staff become involved; is it extra work?
- This is a subject for further discussion.

VICE CHAIR'S REPORT:

- The Thanksgiving Day Parade was well attended.
- The 2013 Snapshot Day statistics were presented in a format that will make them more relevant. Paulette Dickerson will send these statistics for Art Brodsky to use in drafting talking points.
 - Visitor numbers on Snapshot Day were equivalent to 14 sold out concerts in a row at the Fillmore Silver Spring.
 - One reference question answered every ten seconds.
 - More than 22 hours of programming.
 - Program attendance would fill The Barns at Wolf Trap and leave 300 people waiting outside.
 - If circulated items were all paperbacks they would weigh 6.5 tons; if all were picture books there would be 830,000 pages to turn; if all were thrillers novels there would be 2.5 billion words to read; if all were hardbacks laid end-to-end would stretch more than 3 miles; if all were e-books would require a 32 SD card to hold; if circulated items were all music downloads they would require 100 GBs of memory.
 - 28 database retrievals per minute.
 - 18 new library cards an hour, all day.
 - Library patrons would have spent more than \$262,000 if they bought the items they checked out for free at MCPL branches.

LEGISLATIVE LIAISON'S REPORT

- E-Book pricing
 - Mary Hastler, Director of Harford County Public Library, is working on a state resolution regarding e-book pricing.
 - It was mentioned to Senator Karen Montgomery (Montgomery County) that the Montgomery County resolution can be used as a model for the state resolution. There are also a few other models that can be used.

SUPERVISOR OF MCPS LIBRARIES' REPORT

- MCPS' Strategic Plan, "Building Our Future Together" that was presented in June was shared.
 - The plan is built around three competencies - Academic Excellence, Creative Problem Solving, and Social Emotional Learning.
- The MCPS Superintendent, Joshua Starr, will be presenting his budget to the school board tomorrow.
- Dr. Starr can be followed on Tweeter.

- The Superintendent hosts Community Days, which are opportunities for him to spend a day meeting staff, visiting schools and hearing from parents. Each Community Day will end with an evening Town hall event during which the public can ask questions and share ideas. His next visits will be to Paint Branch High School and Churchill High School.
- Dr. Starr held four forums (more focused topics) this past spring to provide the community with an opportunity to hear about the latest trends and research, find out what is happening in County schools and share thoughts with Dr. Starr and panelists.
- The State of the Schools address was given in November at Strathmore Hall. This was taped.
- The State of the Schools address; the Spring Forums Report; the dates for Community Days; and the Strategic Plan can all be accessed on the MCPS website - www.montgomeryschoolsmd.org.

PUBLIC COMMENT:

- NONE

ADJOURNMENT:

The meeting was adjourned at 8:30 p.m.

B. Parker Hamilton